

CEI Hosts Oakland Mayoral Candidate Forum

Concentrating on Seniors' Concerns

To help voters stay informed, Center for Elders' Independence and LifeLong Medical Care co-hosted the "Oakland Mayoral Candidate Forum" on August 30. KTVU Fox reporter LaMonica Peters and KQED radio morning anchor Brian Watt moderated the discussion. Other panelists included Dr. Noha Aboelata, Founder/CEO of Roots Community Healthcare, and Mattie Scott, from the Mayor's Commission on Aging.

The forum was held at the Laney College Theater, which was packed with seniors and other Oakland residents of all ages. The candidates answered questions on issues important to seniors: public safety, healthcare and homelessness rates.

On November 8, Oakland residents will choose the next mayor and vote on a number of ballot measures. Eight of ten mayoral candidates participated in the forum, to share their vision and plans for Oakland, if elected.

CEI wants to be a resource and partner in creating policies that expand healthcare access to our growing senior population.

Almost 30% of Oakland voters are seniors and are a very reliable voting bloc. CEO Maria Zamora delivered opening remarks at the forum. "CEI is deeply rooted in and committed to this community. We are very pleased to be working with the City of Oakland on the age-friendly Oakland effort that rolls up to the Governor's Master Plan on Aging. Providing high-quality healthcare to our neighbors is rooted in educated voters who advocate for good policy and make informed voting decisions; who we let in office matters. Elections matter."

The KTVU Fox live stream coverage of the forum can be viewed on the CEI YouTube channel, <https://youtu.be/r794RMg5EgA>.



(Standing, from left): CEI CEO Maria Zamora, Senior Director of PACE Operations Crystal Zepeda pose with PACE Participants Juanita Roberson, (sitting) Judy Washington, Dolores Collins and Buddy Wolf, who were special guests at the CEI Oakland Mayoral Candidate Forum.

Participating Mayoral Candidates:

- **Ignacio De La Fuente**, IDLF Solutions & Former Oakland City Council, District 5
- **Gregory Hodge**, Brotherhood of Elders
- **Peter Liu**
- **Treva Reid**, Oakland City Council, District 7
- **Seneca Scott**, Oakhella & Bottoms-Up Community Garden
- **Loren Taylor**, Oakland City Council, District 6
- **Sheng Thao**, Oakland City Council, District 4
- **Alyssa Victory**, Civil Rights and Labor Attorney



Looking to the Future and Honoring Our Past



As the year draws to a close, our celebrations of CEI's 40th year anniversary will also come to an end. While watching participants, staff and caregivers speak about their experiences with CEI in our 40 Stories on YouTube, I am inspired hearing about the incredible commitment of our staff to improving the lives of others. The CEI team's creativity is sparked when faced with "out of the box" challenges and they find workable solutions that allow seniors to flourish, with dignity and hope. Every day I am touched by stories of how PACE changes lives.

CEI also continues to flourish and increase access to vital care and services. Our growth brings the

need for more staff in all areas to fulfill our promise to make lives better. We are working diligently to attract and retain employees with improved benefits, careful compensation package reviews, increased levels of communication through our new intranet called The HUB, and intensive leadership training to take us to higher levels of performance.

Recently, I wrote an article about the future of healthcare as a booming industry. In eight short years, all Baby Boomers will be age 65 or older with 8.6 million of them living right here in California. In order to meet the growing demand for senior healthcare services, California will need thousands of direct care workers. Opportunities are growing in areas of nursing, social workers, therapists, drivers, activity aides and home care support. Medical doctors and psychologists will also find working with seniors to be greatly rewarding.

It's very clear that as 8.6 million Californians reach retirement age, the importance of senior services and healthcare, particularly home and community based care, will also dramatically grow. Whether it is in supportive housing or in-home medical care, there is an opportunity for each of us to play a significant role in building age-friendly communities. You can see what CEI is doing to help on page 3.

As President and CEO, I am fully committed to building on CEI's past to make CEI a premier PACE provider so seniors can have greater access to this incredible model of care. We have a bright future.

Thank you for being part of our journey.

A handwritten signature in black ink that reads "Maria E. Zamora".



Hear Our Stories

As part of our 40th Anniversary Celebrations, we interviewed the people who made Center for Elders' Independence what it is today. From participants to the co-founder; from caregivers to activity coordinators; from retired staff members to the current CEO, 40 people shared their best memories and stories about their lives with CEI. You can watch these videos on our [YouTube 40 Stories Playlist](#) or on our website [elders.org](#).



Board of Directors, Center for Elders' Independence

- | | | |
|--|---|--|
| • Florence Raskin, MBA, MPH, <i>Chair</i> | • Marty Lynch, MPA, Ph.D., <i>Secretary</i> | • David Lindeman, Ph.D. |
| • Michael Harris, <i>Vice Chair</i> | • Caitlin Chan | • Ancel Romero |
| • Michael Smart, MPA, MSW, <i>Past Chair</i> | • Sharon Cornu | • Malaika Stoll, MD |
| • Chip Conradi, JD, MS, <i>Treasurer</i> | • Joanna Kim-Selby | • William Webster, Esq. |
| | • Amy Kimmel, Esq. | • Maria E. Zamora, MBA, <i>President & CEO</i> |

Board of Trustees, CEI Foundation

- | | | |
|---------------------------------------|-----------------------------|---|
| • Carol Leytem, <i>Chair</i> | • Florence Raskin, MBA, MPH | • Pélo Walker |
| • Amy Kimmel, Esq., <i>Vice Chair</i> | • James Sherrer | • Mary Young-Williams |
| • Alexis Burck, <i>Secretary</i> | • Nader Shabahangi, Ph.D. | • Thomas P. Hyland, <i>Executive Director</i> |

Leading Our Healthcare Future

As leaders in senior healthcare, Center for Elders' Independence is actively preparing our community to meet the growing needs in senior healthcare. We are working with community partners to provide even better care to participants. Over the past year, two important partnerships are now well underway.

Influencing Future Medical Students

CEI seeks to inspire a new generation of medical doctors and nurses to go into senior healthcare. We partnered with University of California, Berkeley (UCB) to do just that.

Chief Medical Officer Dr. Jim Mittelberger noted, "there is a desperate shortage of geriatric physicians. Research and experience has shown that when there is direct positive experience to a specialty, many people have successful careers. We can build a workforce for the future."

Starting a year ago, medical students paired with participants with the goal of developing a life story. The UCB students met with the participants several times to ask questions about their lives, their challenges and their wisdom. The students also shadowed CEI's medical doctors and attended care team meetings to experience firsthand how the PACE healthcare model works to improve quality of life and health.

Students found this exercise to be "deeply meaningful and impactful." One student shared specifically that being able to actually practice social history and getting to know the person rather than asking a set of routine questions will shape how he interacts with future patients. The students walked away with a much deeper understanding of senior lives and medical needs.

This year, the program is expanding to include interprofessional panel discussions, additional shadowing opportunities, and more sessions with participants.

*Students found this exercise to be
"deeply meaningful and impactful."*

Experts in End-of-Life Care

Recognizing that we needed an expert partner in End-of-Life Care, Center for Elders' Independence looked to Hospice East Bay for this key partnership. Hospice East Bay has been serving the community for 45 years and is a well-established leader. They provide additional end-of-life services while maintaining important relationships participants already have with their CEI caregiving team.

With traditional hospice services, there is a complete change of providers and caregivers that can be disruptive and challenging for the dying and their family. With this key partnership, CEI brings in the expertise without that disruption.

We are thrilled to embark on and foster these new partnerships and look forward to many years working with UCB and Hospice East Bay. ■



80s Styling Participants Dance in the Sunshine

Time in the sunshine is proven to help older people reduce the risk of developing heart disease and diabetes. At CEI, the participants have been enjoying multi-center picnics for 15 years. Not only do they soak in the Vitamin D, the participants are drenched in friendship, community fun and camaraderie!

The participants of PACE San Leandro, Downtown Oakland and East Oakland centers gathered at the San Leandro Marina Park. The theme celebrated CEI's founding 40 years ago blasting into the past: the 80s decade! The other centers at Berkeley, Concord and Guardian met at the Lafayette Reservoir. Both groups enjoyed the pop music of the 80s, neon colored outfits, dancing and games.

A special shout-out to the Transportation and Activities departments for pulling off this monumental endeavor. So. Like. Totally. Excellent. ■



Dancing is a great way for seniors to stay active and connect with friends.



(Left to right): Airra Escario (CPC HCCRN), participant Laura Imbong, Nina Lacanlale (CPC Clinic RN).



Live music was provided by Larry Noble, who jammed with PACE Berkeley's very own massage therapist Claudia Promessi on saxophone.



PACE Berkeley participant Yaodi Shen belts out a song.



Social activity is crucial in a person's well-being. From left to right are Concord participants Aiqiong Peng, Haiyuan Wang, Delong Zhang (at front and center), Ming Lu (behind Delong), Xeucai Zeng, and Ane Tan.



Perfect sunny weather at San Leandro Marina



Activities and Volunteer Functional Manager Andrew Hayes is one Master Picnic Party Planner.



Pretty in Pink: Everyone enjoyed dressing up in the 80s picnic theme!



Good nutritious food is always on the menu for PACE participants!



President Maria Zamora dances with participant Baisan Xie as others look on with joy.

236 Seniors Cross the Digital Divide



Join us in congratulating 236 seniors who graduated with pride and confidence from the 8-week iPad course since its inception in July 2020. They earned a brand new iPad to keep as their graduation gift in honor of their hard work and dedication to learning new technology. The goal is to teach 465 seniors by July 1, 2023 and we are halfway there.

When the pandemic hit, it became quite clear--the digital divide impacted seniors in many ways. They could not access remote healthcare and they were much more isolated. Social isolation can be life-threatening for any senior and sheltering in place only heightened that threat. Being connected, even online, can and has made a difference.

Center for Elders' Independence set out to make a difference for as many of our participants as possible. Our IT and Activities departments partnered with the CEI Foundation to secure grant and donor funding to train seniors.

Their Favorite Online Activities

These participants now find themselves surfing the internet to keep up with their favorite sports teams and cruising YouTube watching their favorite musicians and bands. Some are reconnecting with distant siblings they haven't seen in decades and others are having email conversations with their children. Plus participating in telehealth appointments or activities when they are not at the center is now easy.

Angelique Ogden, an Activity Coordinator at PACE Downtown Oakland, says, "I see a huge boost in their confidence and interaction throughout the weeks of the class. At first, they are hesitant but after a while, as they learn, their abilities grow. Next thing I know, they are shopping, sharing YouTube videos and FaceTiming with each other."

Classes are taught in English, Cantonese, Mandarin, Spanish, Tagalog, and now Korean. Seniors can attend either in-person or via Zoom depending upon their location and language. The most popular classes are in Chinese.

Armed with a substantial grant from the California Public Utilities Commission (CPUC), CEI Activities and IT departments collaborate with Community Tech Network to deliver the 8-week course. Community Tech Network is a San Francisco-based nonprofit specializing in teaching disadvantaged populations how to access the internet safely and how to use smart devices. ■

You can help ensure that every graduate receives an iPad with your donation by mailing the enclosed envelope today.



PACE East Oakland Gets a Modern Makeover

In September 2022, PACE East Oakland got a modern makeover for participants and staff to enjoy. All areas throughout the center were renovated and upgraded to modern furnishings. This includes a new welcoming reception lobby, an upgraded dental suite, new flooring throughout the location plus a new computer lab. A grand reopening celebrated the changes with live jazz music, refreshments, a ribbon cutting, and a rededication to Josie Barrow, a founding board member. The East Oakland center opened 22 years ago in the Eastmont Mall. ■



A bright and redesigned reception area welcomes everyone.



New day center is brighter than ever.



City officials, participants and senior leadership cut the ceremonial ribbon.



County Supervisor Nate Miley's representative Darryl Stewart speaks about how Josie Barrow fiercely advocated for seniors, with Board Chair Flo Raskin.



Center Director Joel Olivier is super excited and proud of the renovations.



Dolores Collins, a PACE East Oakland participant,



Sales staff loves helping seniors enroll into CEI's PACE program.



City Councilmember Loren Taylor poses with CEO Maria Zamora.

Ways to Donate

Join us in financially supporting and helping expand programs for seniors.



Visit the website: ceifoundation.elders.org to support a specific cause.



Mail the enclosed return envelope with your check or credit card information.



Call the CEI Foundation at 510-318-7162 and speak with us directly about your gift.

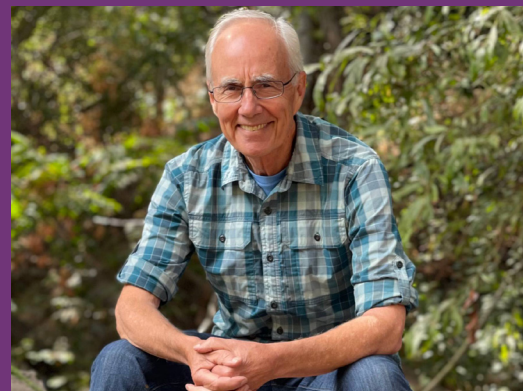
We thank you for your support.

CEI Foundation Presents

Book Signings with Dave Iverson A Celebration of National Caregiver Month

Retired broadcast journalist of NPR and KQED fame, David Iverson will hold a book signing and meet-and-greet on November 13 at PACE Concord and November 14 at PACE San Leandro. The memoir "Winter Stars: An elderly mother, an aging son and life's final journey" tells the moving story of his ten-year caregiving journey for his mom, Adelaide, until her death at age 105.

Dr. Jim Mittelberger will lead a short discussion on the importance of caregivers and their vital role in the lives of older adults.



- **November 13 1PM to 3PM**
@ PACE Concord
<https://caregiverforum1.eventbrite.com>
- **November 14 6PM to 8PM**
@ PACE San Leandro
<https://caregiverforum2.eventbrite.com>

Or call 510-318-7162

elders.org



Printed on recycled paper